



TANSUN LEISURE[®]

Innovators in Tanning

A Valuable Guide on How to Set Up a Thriving Sunbed Business

Applicable also for other premises like gyms, hair salons, beauty studios, nail studios, hotels, spas, leisure centres, barbers etc.



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Start with a Business plan...

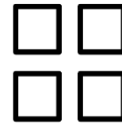
Setting up a thriving business should start with a detailed and realistic business plan. The business plan includes everything you need to consider before opening and while running your salon. Your business plan should describe in detail your ideas and in particular things like:



Your Budget
(10-20% more than you initially think-hidden costs)



The Location



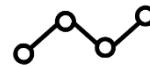
The Products & the Equipment



Timescales



Staffing Requirements



Collaborations with Suppliers



Competitor Analysis



Running Costs
(e.g. rent, electricity, servicing, repairs)



Potential Revenues
(search for demographic reports and discuss with salon operators and other specialists about how profitable the tanning business is)

Your business plan would be your guide throughout the whole process!



Opening a business requires the collaboration of different people, so estimate accurately your self time till the opening day, if you are having work to do in the salon and the sunbed rooms. In particular, you have to schedule the work of other people like the electricians, plasterers, joiners, plumbers, electricity suppliers etc. and make sure that their lead times and availability realistically fit in with your timeline and the scheduled opening day. Arrange everything carefully and make sure that every work is done on time!

Sunbed Regulation

Before opening your tanning salon you should get informed about the indoor tanning industry and the regulations that govern a new tanning salon business.

According to Birmingham British Council:

Each premises licensed to provide facilities of ultra violet tanning equipment, sun beds and tanning booths shall ensure compliance with the following conditions:

1. *The Licensee shall draw up a schedule of maximum **exposure times** based on the information supplied by the manufacturer and the operator shall advise clients of suitable exposure levels to avoid over-exposure particularly during initial sessions.*

Notice

2. ***Warning notices** and **guidance notes** issued by the Health and Safety Executive shall be clearly displayed near the machine informing users of the equipment of the danger of over-exposure.*

Safety Equipment

3. *Suitable goggles for the **protection of the eyes** of users of the equipment must be provided and each user must be advised of the dangers of failing to properly protect the eyes from ultra violet light. No user of the equipment should be allowed to undertake treatment without such protection.*
4. *A suitable readily identified **emergency device** shall be fitted within easy reach of a person using the equipment. The device, when operated, should switch off ultra violet lamps and summon assistance.*
5. *Equipment must be situated in a suitable room or cubicle and so positioned that adequate **ventilation and cooling** is provided. The operation of the equipment must not result in the temperature in the treatment room becoming unreasonable.*

Cleaning

6. *The licensee must have procedures in place to ensure that the **surface of the bed is cleansed**, between each client use, with a suitable cleanser as recommended by the manufacturer of the appliance.*

Safety of Users

7. *The Licensee must have procedures in place to ensure that prospective users of sun beds are made aware, on each visit, that certain **medical conditions** or medicines that are combined with exposure to UV light can have an adverse effect on the health and safety of the user.*
8. *The Licensee must have procedures in place to ensure that prospective users of sun beds are provided with clear and concise information for:*
 - *Guidelines on how to identify individual **skin types***

The above conditions are mostly universal across the different councils. However, it is recommended to check your local councils' specific conditions and requirements for sunbeds and solaria.

Please also note that the local council has every right to visit you tanning salon and investigate whether you comply with the regulations or not.

0.3 Compliant Sunbed Tubes

All tubes should comply with the 0.3W/m² European Standard, which determines the maximum UV output of the sunbed for a safe and responsible tan.



What is the 0.3 Compliance?

In 2009, a new regulation was introduced in Europe determining the maximum UV output of sunbeds. According to this regulation, all sunbeds should emit no more than 0.3 watts per square meter. A 0.3 tanning session has the same effects as the midday Mediterranean sun in summer and eliminates the risk of burning. Any sunbed emitting UV above this level is considered to be unsafe. All salon owners and tanning professionals are required to replace their tanning equipment or convert their sunbeds to be 0.3 compliant.

All Tansun's Sunbed Tubes are 0.3 compliant. Explore our wide collection [here](#).



Under 18 Sunbed Ban

People under the age of 18 are **NOT** allowed to use sunbeds or any other tanning equipment or be in any room containing UV equipment.

Franchising

Another option if you don't want to invest a lot of money and take the risk of opening a brand new tanning salon, is to research for tanning salon franchises. There are a lot of benefits in franchising, including a known brand name, existing customers and constant support. However, running a franchise won't allow you to be independent and will limit your actions and ideas.

Choose your Location

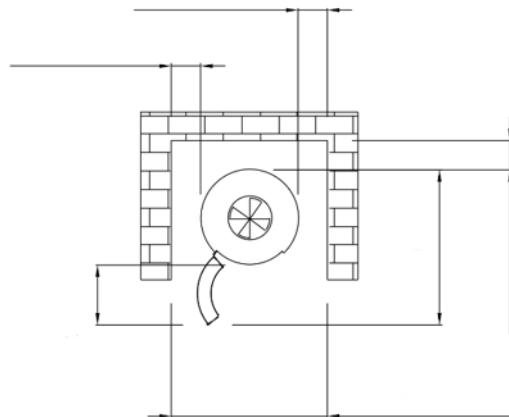
Either you are going to rent or buy a property, you need to take into consideration many parameters like the footfall of the area and the accessibility to the property. You don't want to invest money on a property which cannot be reached by the right people. In addition, you need to take into consideration the building's size, if it caters for your demand and how many sunbeds you can fit in. Having a parking area would be convenient and an advantage, because many people will have to travel to come to your salon. Make sure that there is much space for a reception and a waiting area and enough rooms to place your sunbeds and ensure your clients privacy. If the tanning area is not separated in rooms you can use extra changing areas. All Tansun's commercial vertical sunbeds come with an optional lockable and comfortable [Changing Area](#).

Room Requirements

The tanning room should be of a certain size to accommodate the sunbeds of your choice. If the room is not big enough, it is preferable to place a vertical sunbed in it, since it requires less space compared to a lie down sunbed. The sunbeds should fit into the room in both closed and opened condition.

Obtain the dimensions of the sunbed and the size of the room to know exactly how much space is available for customers to move, change clothes and in general feel comfortable.

Really important for your sunbeds' good performance and your clients' pleasant tanning experience is to make sure that there is proper ventilation and extraction system in the room or an air condition, otherwise the room will turn out to be really hot and unbearable.



Power Requirements

Please note all the information below is only relevant to those sunbeds purchased directly from Tansun Leisure Manufacturing Factory!

Once you have ordered your Tansun Sunbed, there are a few electrical compliances that you are required to adhere to in order for a Tansun engineer to install the sunbed in the most effective and smoothest transition.

- ✓ You will need to find a fully qualified electrician. Preferably someone that has previous experience in fitting electrical supplies for sunbeds.
- ✓ Retrieve the relevant electrical requirements for the sunbed(s) you have purchased.
- ✓ Identify whether you operate on a Single or Three Phase electrical supply. Tansun can supply both. However if you have more than 3 sunbeds, it is recommended to have three phase electrical supply. Always bear in mind that you may want to expand your business and add more sunbeds in the future.
- ✓ Once you know your phase, notify Tansun to ensure we manufacture the sunbed to the correct phase.
- ✓ Once you have provided all this information obtained from Tansun to your electrician, they will have all the electrical information required to fit the sunbed electrical supply and correct information for the sunbeds to be ready for installation.

Info you should know...

- You will need to have a rotary isolator switch per sunbed purchased fitted.
- A substitute will not be sufficient: a cooker or shower switch will not be suitable.
- Nor can a commercial sunbed be plugged into a conventional 13A plug socket.
- The rotary isolator switch needs to be fitted no more than 2m away from where the tanning unit will be positioned and the isolator should be approximately 1m from the floor.
- The running cost of a 48 sunbed is approx. £1.50 for an hour if runs constantly.*
*This can vary, dependent on your electrical supplier



For further detail and questions call Tansun on **0121 580 6200**

Choose your Sunbeds

Deciding upon the tanning units is the most important decision you have to make, because those will be the source of profits. If you have the best sunbeds and you offer excellent tanning results and a unique tanning experience, you will attract more customers who in turn will bring money to your salon. Before buying, renting or leasing any equipment, you have to research and evaluate the sunbeds' features and prices on the market and decide upon the number of units you afford to offer based on your budget (bear in mind the running costs). Taking into consideration the property and the room size, you need to confirm that the equipment's dimensions are appropriate for the space available and decide whether your sunbeds are going to be lie down or vertical (preferably both) and whether you will need changing areas or you will build your own partition.

In particular, these are some things that you have to consider while choosing a sunbed:

- ✓ Make sure that the company the sunbed is purchased from is a reputable company.
- ✓ Ensure that the tanning equipment has been tested and comply with the safety standards.
- ✓ The sunbed tubes should be 0.3 compliant.
- ✓ Examine and compare the sunbeds' technical information and features.
- ✓ Check if there is any warranty, for how long it is valid and what it covers.
- ✓ Learn more about after sales support and in particular about sunbed servicing and maintenance.
- ✓ Ask about delivery and installation costs.

If you are going for a **reconditioned sunbed**, there are more things to consider.

- ✓ Ensure that the quality of the unit is in a good working order.
- ✓ Confirm that the components have been replaced with genuine ones
- ✓ Ask about the age of the sunbed and the number of hours that it was in operation.
- ✓ It is preferable to arrange a viewing before purchase so as to make sure that what you see is what you get (usually you cannot judge the sunbed quality and performance from a photo in a brochure or a video).

Visit Tansun's website and explore our wide collection of [Commercial Sunbeds!](#)

Finance Options



Once you have decided upon the equipment there are several ways to obtain it. If you have the cash flow to **purchase a sunbed** outright you can buy a new sunbed. New Sunbeds allow you to customise them choosing colours and extra features. Alternatively, you can buy a reconditioned one. All Tansun **reconditioned sunbeds** are refurbished to a very good condition, providing you with excellent tanning results.

Another good option is to **rent** the tanning equipment for a particular rental period. At Tansun, we supply sunbeds available for rental with minimum 6 months, depending on the unit, as well as for 12 months or longer rental period and we offer sunbed servicing and maintenance.

Sunbed Leasing is another popular way of financing your sunbeds in which you pay fixed monthly instalments and after that the sunbed is yours. At Tansun Leisure, you can lease both new and reconditioned sunbeds.

With **Profit Share** you don't have to worry about installation, maintenance, re-tubing and cleaning of the sunbed as the company takes on all these and you pay only for the running costs.

Learn more about Tansun's **Finance Options** and see what option suits your needs at www.tansunsunbeds.co.uk

Sunbed Insurance

Covering your salon with a specialised insurance policy will give you peace of mind, protect you against potential risks and dangers and help you avoid any financial turbulence in the case that something goes wrong. Research and find a trustworthy insurance company which will be able to meet your individual needs and requirements.

Staff Requirements



The number of people you are going to hire depends on the size of your business and the number of clients. You will need at least one person for the reception, who will pick up the phone calls, book appointments, register new clients, promote the sunbed creams and advise people with regard to their skin type and the tanning times.

Another person will take clients to the tanning room, offer instruction and guidelines, clean and sanitise the sunbeds after each use and in general make sure that the customers enjoy a pleasant tanning experience. Salons with more tanning rooms and more clients may require more employees to operate smoothly.

Make sure that your staff is well trained and educated with regard to safe and effective use of the sunbeds. They need to be able to educate clients as well as offer a piece of advice. They also need to know exactly how to operate the tanning equipment, otherwise they may cause damages or put in danger the customers' safety.

Running Costs & Potential Revenue £[£]

Running costs are the ongoing expenses of your salon. These can be, for example, the rent for the property or the bills and especially the electricity bill which will be higher, since the sunbeds cannot be plugged into a conventional plug and they require more power to operate. You also need to take into consideration the sunbed servicing and maintenance cost or the extra cost for repairing in the case of a damage. Part of your expenses would also be the sunbed's re-tubing, when the sunbed tubes reach a particular number of hours (see the manufacturer's recommendations), in order to ensure your sunbed's excellent performance. Not to mention your employees' salaries or the extra cost for tanning bed supplies such as sunbed tubes, sanitisers, sunbed pillows, protective eyewear, appointment cards for your clients etc.

Trying to estimate approximately your running costs will give you a better idea of how much you could charge your customers per session. You can also visit tanning salons in your area and ask for prices so as to know what your competitors offer. You don't want to have either very high or too low prices.

Based on the number of clients and the prices that you charge for each tanning session as well as the running costs you can estimate also your revenues and see how profitable your business is.

Revenue Chart- Potential Revenue Examples

 POTENTIAL REVENUE EXAMPLES			
Based on a 6 day week / 8hr day			
£2.00	cost per session		
Time	75%	50%	25%
Per day	£372.00	£250.00	£133.00
Per week	£2,232.00	£1,500.00	£798.00
Per month	£9,672.00	£6,500.00	£3,458.00
12 months	£116,064.00	£78,000.00	£41,496.00
£3.00	cost per session		
Time	75%	50%	25%
Per day	£558.00	£375.00	£199.50
Per week	£3,348.00	£2,250.00	£1,197.00
Per month	£14,508.00	£9,750.00	£5,187.00
12 months	£174,096.00	£117,000.00	£62,244.00
£4.00	cost per session		
Time	75%	50%	25%
Per day	£744.00	£500.00	£266.00
Per week	£4,464.00	£3,000.00	£1,596.00
Per month	£19,344.00	£13,000.00	£6,916.00
12 months	£232,128.00	£156,000.00	£82,992.00
£5.00	cost per session		
Time	75%	50%	25%
Per day	£930.00	£625.00	£332.50
Per week	£5,580.00	£3,750.00	£1,995.00
Per month	£24,180.00	£16,250.00	£8,645.00
12 months	£290,160.00	£195,000.00	£103,740.00
£6.00	cost per session		
Time	75%	50%	25%
Per day	£1,116.00	£750.00	£399.00
Per week	£6,696.00	£4,500.00	£2,394.00
Per month	£29,016.00	£19,500.00	£10,374.00
12 months	£348,192.00	£234,000.00	£124,488.00
	75% = 186 sessions per day	50% 125 sessions per day	25%= 66.5sessions per day

Here is only an approx. estimation* of what turnover can be achieved, operating on a 6 day week and 8 hrs per day. *Subject also to other factors.

Salon Layout & Design Ideas

Layout

When people are coming to your tanning salon, the first thing they need to see as they enter is the reception area and a friendly receptionist, where they can ask for a piece of advice, purchase a tanning session or course, book an appointment, or buy any tanning accessories. Use the space behind the counter to display the sunbed creams and other tanning supplies to be visible to your customers. A waiting area is also necessary since you want your customers to be comfortable and wait when all the tanning rooms are occupied. The tanning rooms themselves should be spacious enough and include a small table where people can leave their belongings, a mirror and a hook for their clothes. Adding the little touches are what makes you standing out from the competition. See Tansun's [Tanning Supplies](#).



Design

An attractive and nicely decorated area is a matter of great importance for your business. Whether you own a tanning salon, a beauty salon, a spa, a gym, or a hotel you should spend some time designing and decorating.

Whatever the décor, you need to make sure that everything, from the colours and the furniture to the lighting and the music, serves the functionality of the space and creates at the same time a nice and pleasant atmosphere that will make your customers feel comfortable and enjoy their time and their tanning experience at your salon. You may choose to follow a particular concept or theme. A good idea would be to choose colours, furnishing, artwork or plants that would give to your clients the sense of summer or holidays. It would be better if you could have a consistency in the design and décor of the different tanning rooms and the reception or waiting area.

A good start would be to visit some salons in your area and get more ideas on designing. You should always have in mind that people do not go to a salon just for its décor. They go primarily because they get the best tanning results and a nice experience. So, always remember to offer both.

Spares & Accessories

Your sunbed business or salon should also provide all the extra supplies for your client's tanning and skincare. This include sunbed creams for a deeper tan, spare parts such as replacement sunbed tubes as well as tanning accessories such as goggles for eye protection or sunbed sanitisers and simple touches like deodorants, refreshing spays, wipes, beauty products etc.

Tansun has become your one-stop tanning shop and offers tanning products and sunbed accessories to equip your salon.

You can find:

- An exhaustive list of genuine **Sunbed Spares** and Sunbeds Parts for replacement for use with indoor tanning equipment.
- **Sunbed Creams** from well-known brand names such as Emerald Bay, Fiesta Sun, Carrot Sun, Power Tan, Pro Tan and many more.
- Any type of **Tanning Supplies** including eye protection, tanning bed sanitisers for your sunbeds' hygiene, tanning supplements and even stationary to keep your clients records and appointments.

Download our free catalogues and find out more!!



Advertising & Marketing

Once everything has been settled and you are ready to open your business, you need to think of ways of advertising and marketing to make people aware of your new salon and get customers. You can advertise your business on a local newspaper or banner or hand out flyers and let people know about your opening date.

You should also build an eye catching and informative website which will include all the useful and up to date information for your salon, like the services that you offer, the opening times, contact details and everything your customers need to know with regard to tanning.

While running your salon, you will need to have a strong presence on social media with regular posts, latest updates and images of your salon and your services.



Loyalty schemes



To attract new customers or maintaining your existing customers you can include some loyalty schemes in order to reward those that are loyal to your salon. For Instance, you could offer a free sunbed cream after the completion of 5 sessions or a free session after 10 tanning sessions.

You may also need to consider of offering some courses discounts or special offers so as to attract more clients. An example would be a discount to first time users or those who register online as well as some extra minutes when they purchase a 60 minute- course.

There are several things that you can do to attract new customers or satisfy the existing ones and turn them into loyal customers!

Operation & Maintenance

Running a salon successfully requires a lot of work and effort. There are a lot of things to consider and take care of. Having a written schedule or a list of the things to be done can be really effective and helpful.

Learn more about tanning

As a salon owner, it is good to have a deeper understanding and knowledge of the tanning industry and the tanning process in general. You need to educate firstly yourself and afterwards your staff and of course your customers with regard to a responsible and safe tan. Spend some time to train your staff and make sure that they are knowledgeable, qualified and able to provide clear instruction and a piece of advice to clients.

At Tansun, through extensive research and analysis we gain a deeper knowledge of the health benefits of UV light and the indoor tanning industry and we try to keep up with latest updates and news. On [Research](#) page on our website you can find scientific articles and videos about tanning and Vitamin D, the benefits of infrared light, the importance of collagen and many other important topics.

Search and read as much as possible and spend some time with your customers so as to make sure that they don't have concerns and they know exactly what to do when they are going on a sunbed.

Learn more about your clients

When a new customer visits your salon, you should utilise the questionnaire which determines the skin type so as to follow a proper exposure schedule and a questionnaire of their up to date medical history. Your customers health and safety should be your priority.

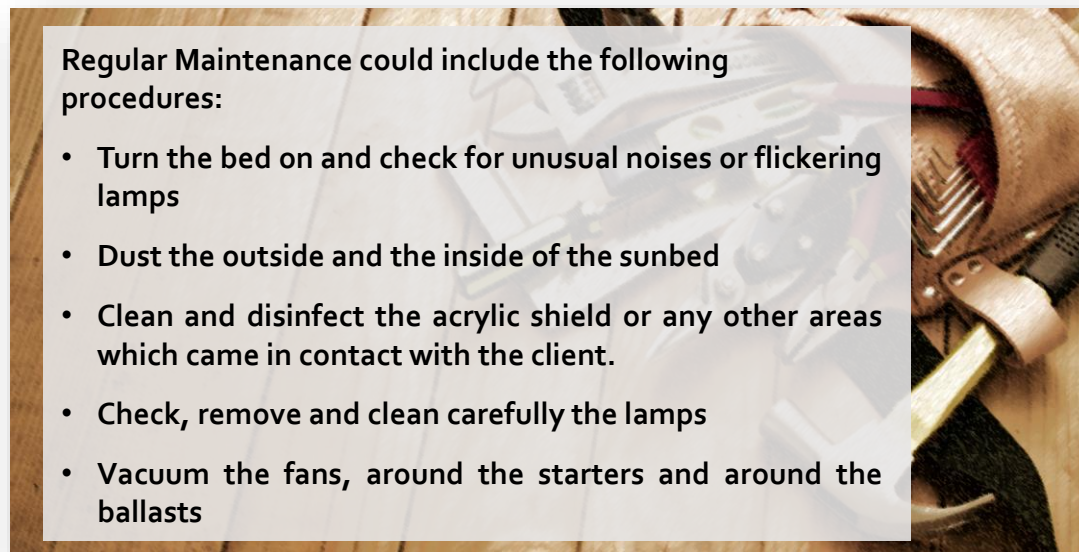
Utilise a record-keeping System which will include all the information about each client, their courses, exposure times, the room they used and everything you think would be necessary and useful.

Hygiene and Cleanliness

Your salon cleanliness and your sunbeds' hygiene are extremely important. Make sure that everything is sanitised so as to make your clients feel comfortable while tanning in a clean and safe environment. This will make them visit your salon again. Visit Tansun's website and discover our range of [Tanning Supplies](#) including sunbed sanitisers specially formulated for use with indoor tanning equipment.

Sunbed Servicing and maintenance

Sunbed servicing and maintenance on a regular basis are essential to ensure that your sunbed is functioning properly and safely and that it offers the best possible tanning results. At Tansun, we strongly recommend regular sunbed servicing. With 35 years of experience in sunbed manufacturing and servicing there is no one else as specialised on this field as we are.



Regular Maintenance could include the following procedures:

- Turn the bed on and check for unusual noises or flickering lamps
- Dust the outside and the inside of the sunbed
- Clean and disinfect the acrylic shield or any other areas which came in contact with the client.
- Check, remove and clean carefully the lamps
- Vacuum the fans, around the starters and around the ballasts

Sunbed Tubes Replacement

Integral part of the sunbed maintenance is the replacement of the **Sunbed Tubes**. The sunbed tubes are extremely effective and emit the strongest UV radiation during the first 50 hours of use. It is recommended to replace the existing tubes when they reach the 80% of their lifetime hours because after that the intensity of UVA and UVB diminishes dramatically. This is usually every 600-800 hours of use. It is advisable to replace the sunbed tubes all at once, to ensure even and excellent tanning results.

In the case of a damage, if you are looking for a trustworthy and reliable company, which is known for its excellence, then you should choose Tansun. Our qualified and trained engineers will visit your premise, detect the problem and facilitate any repair. Call us on **0121 580 6200**



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